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SUMMER 1975

LaSalle

A QUARTERLY LA SALLE COLLEGE MAGAZINE



Is there Hope for the Middle East?

LaSalle

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IS THERE HOP



Israeli tank column moves across the Sinai Desert during recent maneuvers.

E FOR THE MIDDLE EAST?

BY JAMES T. HARRIS, JR.



The U.S. has had its day at “going it alone” in the Middle East

It has become fashionable in certain circles to discuss the vexing and complex issues of the Middle East in terms of the imposition of American power—economic, political, or military. The discussion has proceeded to the “ultimate” solution: American military intervention to guarantee a continued supply of crude oil to the West. The mischief being done by these suggestions comes from precisely the same failure to come to grips with the limitations of American power that led us into the series of disastrous blunders that characterized the Vietnam War.

Many observers think that we can solve the uncertainty and frustrations of the Middle East situation with the “certainty” of American military might. As in Vietnam, it is likely that our war games theorists have badly miscalculated the nature of the enemy, the climate of the battlefield, and the complex inter-play of local and international forces that shape developments in this part of the world.

At the risk of over simplification, the basic theses of this article will be that a possible solution *must* (1) have the basic agreement of the Soviet Union and the United States; (2) provide for a visible, acceptable path to the creation of a viable Palestinian state; (3) recognize the fact that Arab oil producers represent a major world power center whose views of the kind of world they want—including, of course, the Middle East—must be dealt with on the normally acceptable basis of negotiation, compromise, and satisfaction of mutual interests; (4) provide adequate guarantees for Israel to live and prosper within secure borders with healthy and mutually profitable relationships with her neighbors—not as a client state of one or more non-Middle East powers.

We may have seen the zenith of the emotional outpourings of Jews and Arabs alike who have drawn on the history of the past two thousand years to justify their claims to the area. This article starts with the presumption (albeit not emotionally accepted) that these appeals to history on both sides are—whatever their intrinsic values—largely irrelevant in this last half of the twentieth century. The mixture of Western anti-Semitism; Zionist imperialist/nationalism; and Arab disunity, weakness, and intransigence that led to the creation of Israel and the dis-establishment of Arab populations will be, for decades, a lively subject for historians. But we do not have the luxury of waiting for the lessons from these historical judgements. We must act in the here and now to avert a catastrophic confrontation of interests which are increasingly unlikely to be resolved with each subsequent appeal to armed conflict.

The United States has had its day at “going it alone” in the Middle East. If there had ever been any doubt as to how

much the Soviet Union valued its presence and influence in the Middle East, such doubts should have been forever resolved in 1970. That’s when the Soviet Union for the first time in its history decided to build a foreign base outside of its traditional defense perimeter and to protect a country not contiguous to the Soviet Union. This action was partly a response to the taunting Israeli air raids deep in Egyptian territory. The Soviet’s willingness to provide massive military assistance and her economic stranglehold on Egypt (despite the rebuff suffered when Sadat ordered Soviet military missions out of Egypt) were there for all to see as manifestations of its determination and interest. The Soviet fleet—although no match for the American sixth fleet in the Mediterranean, is, nevertheless, a potent reminder that our options for action must take Soviet interests and capabilities into account. It does not take a political genius, therefore, to recognize that the Soviets have every interest in assuring a state of affairs in the Middle East where their “client” states are not obliged to accept solutions—economic, political, or military—that are considered unacceptable. The rough parity of military capacity between the Soviets and the United States provides, at least, a strong suggestion that we must consider each other’s views in approaching the Middle East.

The process by which the mutual interests of the Soviets and the United States are determined is a long and arduous one. The elements of mutual interest surface only intermittently in summits and other conferences. They appear in the day-to-day relationships between the various agencies of our governments, business, and cultural groups, and between our governments and the peoples of the Middle East. Thus, when the acquisition of cheap Arab oil or the use of Arab real estate to get from one part of the world to another were the chief reasons for contact between our peoples, or when the activity relating to providing a homeland for Jews was virtually the only contact that the average American had with Israel, our perception of mutual interests was myopic and dangerously selfish. This myopia afflicted both Soviets and Americans. This, of course, has been the constant criticism of other nations who—on this and other issues—resent and fear the two great powers who act as though the table of the world is set only for two. Nonetheless, the harsh truth remains that in an area such as the Middle East, where the two great powers have strong interests, a permanent peace is possible only when they are both satisfied that the proffered solution does not unduly compromise their respective positions.

Palestinians and their destiny were, for quite a while, the virtually forgotten element in the dialogues concerning

peace in the Middle East. Lip service has always been paid to the "plight of Palestinian refugees." The United Nations' assistance programs have at least put some kind of floor under the squalid existence of the hundreds of thousands of uprooted Palestinians and their biological and political progeny. Nevertheless, comprehensive analyses of the economic, social and political prerequisites for a Palestinian solution had been given little attention—even, one suspects, by the brother Arab states—until the Palestinians took up their own banner. Headed by the Palestinian Liberation Organization (PLO) under Yashir Arafat, Palestinians in desperation began to utilize those means of attracting attention to their cause which have earned the most bitter criticism in many parts of the world. Called "adventurists" and worse by the less violently oriented left and "terrorists" by the irritated Western groups, they have only achieved their vital central purpose: *to attract world attention to their existence and aspirations and to be taken in as serious and equal partners in the discussions determining the future of the Middle East and the Palestinian place and role in that future.* It may be premature to assume that this goal of the Palestinian revolutionary groups will be fully realized. But all signs point to full recognition of this fact of life, even if the dust has yet to settle on the political form that this recognition will take.

If the past fifty years have taught us anything about launching new states, it is that without the tools and materials for economic survival, the entity being created is more likely to be a cancer that will eat away at the world body politic until the sickness—if not fatal—will require radical surgery. Far too little attention, therefore, is being paid to the kind of dialogue with the Palestinian Revolutionary groups which could lead to the creation of links with national and international sources of material and technical assistance in building a new state. Money is unlikely to be a problem for any new Palestinian state. Arab sources of financial aid to developing countries—contrary to prevailing notions—have been most generous and exceed considerably such aid coming from Western sources. Thus, the problems for a new Palestinian state are likely to be the more intractable difficulties of management and technological development. The Palestinian state will be a crucible to determine how much the world has learned during the past fifty years in providing assistance to a proud and struggling people. How can people and money be put at the service of a new nation with the minimum predilections of the donor nations?

The health and survival of a new Palestinian state may depend, as well, on how quickly the scars and ravages of



An Israeli artilleryman ponders the future during a lull in fighting near the Suez Canal.

Arab-Israeli confrontations can be healed. Without fully accepting the self-serving propaganda, often arrogant and insensitive, coming from some Israeli sources, it can be imagined that a period of peace and the general desire to see a Palestinian state prosper can provide Israel, as well as her Arab neighbors, with unique opportunities for collaboration and service.

In the meantime, the Western World, Japan, China, and the Soviet Union have a magnificent opportunity to pool their efforts through the United Nations to provide the basic requirements for Palestinian national survival. Palestine could just conceivably provide the opportunity for a revitalization of those functions and services of the U.N. which have gone largely unnoticed by a world transfixed by the titanic confrontations of super powers and their client states. The task could begin immediately with the acceleration of educational and training programs for Palestinians designed to provide the cadre of supervisory and managerial talent required to guide and control the array of international contributions which they will require.

Many of the nation states which have come into being during the past twenty years have suffered perhaps irreparable damage to their sense of national identity because a small, inadequately trained elite has been unable to cope with the disparate and often conflicting voices of counsel converging on them from all parts of the world. Few of these counselors are able to understand the particular needs and aspirations of a given people. It is small wonder, then, that the new states of Asia, Africa, and Latin America and their beleaguered cadres have had such difficulty in fashioning the social, economic, and political institutions which

The best interests of Israel are not being served by an approach which builds up parity rather than cuts down to it

suit them. There is no education or training, whether sponsored by Moscow, Washington, or the U.N. that can replace the processes and institutions nurtured in the soil of those to be governed.

We argue here, in the cause of the Palestinians, that they and the world coming to their aid give much more conscious thought and action to the preparation of this cadre. It will be too late to eliminate costly and time-consuming blunders after the creation of the new state. A sterile and distorted Marxist adventurism that poses for formation of cadre is no better solution than a puerile Western scoutism which flaunts free enterprise and individualism as replacements for the collective hard work, discipline, and sacrifice required for Palestinian national development.

Indeed, the wellsprings of effective social and political action may be found within the Islamic faith that animates an overwhelming majority of the Palestinian people. Palestinians are not obliged to accept the predominant Western prejudices that Islam cannot support and energize a modern industrial society. The mutual accommodation between religion and society is not the exclusive prerogative of Christianity. Aesthetic materialism is so alien to the "soul"

of the Arab Moslem or Christian that the re-creation anywhere in the Middle East of the Marxist-Leninist oligarchy (à la Soviet Union or its client European states) is most unlikely. In any event, the preparation of a cadre for Palestine—though primarily the business of the representative organs of Palestine—must be a shared concern. It is none too soon for a major organization of world resources for this purpose.

It is futile to discuss a Middle East solution as though oil were of no greater significance than it was in 1948 or 1967 or 1973. Some pro-Israeli polemicists argue their case of "oil blackmail" as though the newly found ability of oil producing Arab states to coordinate their policies to pressure the West were somehow very different from the coordinate use of military or financial power that has characterized international confrontations for centuries. The cold fact is that the Arabs have found the way to use their oil to help achieve a power posture denied them by the absence of technological development. Whether that new power position is to be used with restraint and wisdom remains to be seen. Nothing they have done to date would appear to put them in a category notably different from other nations or power groups in the use of resources they command to achieve their joint or individual purposes. Until the diminution of dependence on fossil fuels for

A bedouin Arab and his camel watch Israeli tanks move through the Sinai Desert.



energy is accelerated, the oil weapon will remain formidable. The search for alternatives should be conducted in the research laboratories — not in the Pentagon.

To speculate on the degree to which petro-dollars may be used to influence world policy in respect to the Middle East raises some interesting questions. Not all of them are being asked as openly or as often as one might wish. The deliberate and indecent speed of Pentagon strategists and businessmen to sell billions of dollars worth of arms to the countries in the Middle East has been a shameful retreat from responsibility and integrity. The United States should approach the problem of balance in arms in the Middle East by *reduction* of armed forces and military equipment. Instead, we are in the process of creating another of those monsters of logic and practicality: serving peace by selling more and more arms. It should not require too much calculation to realize that this escalation, though temporarily helping us in our balance of payments difficulties, is an extremely dangerous game. It should not require very much insight to speculate that the best interests of Israel are not being served by an approach which builds up parity rather than cuts down to it.

Floating oil dollars should be used for productive enterprises within the Middle East instead of war games. Funds should be used for education and training programs for irrigation projects, for food processing, solar energy research and experimentation for roads, hospitals, and schools. The classic conundrum served up by conventional economists concerning the ability of underdeveloped nations to absorb massive inputs of capital does not consider the results of a concurrent massive effort to improve the absorptive capacity of the oil rich nations with educational and technical assistance. (Oddly enough, we seem conspicuously unaware of the significance of this logic as it applies to the ability to absorb massive inputs of military hardware and technology.)

Although it is naive to ignore the fact that the oil rich nations have asked for the arms, it is disingenuous to suggest that these requests are not based, in part, on a view of their military needs that we help create. A very substantial aid plan financed by oil rich nations primarily in the Middle East is already in gestation. The niggardly and grudging attention that this attracts in the Western media is the opposite of what a useful posture should be. The potential importance of these initiatives for the underdeveloped world is surely the equivalent of the Marshall Plan for Europe. If only these initiatives could be nurtured and expanded!

The impact of the oil/money phenomenon known as petro-dollars has already had a profound impact on the

way we approach world problems. It was too long ago, for example, that Western economists rode roughshod over the attempts of third world nations to consider international regulation and control of commodity prices. It has taken the power of oil producing nations to bring the reluctant West to the table to discuss problems of control of prices and supplies of such commodities as oil and food. The oil embargo has sent a ripple of fear through the hearts of all the industrial establishments that depend on key commodities for their effective production and survival. Only a few observers twenty years ago foresaw the day that this could happen. It is obvious that not all commodities lend themselves to the same economic and political action that oil does, but the prospect of serious efforts in that direction is very sobering.

The emergence of the new state of Israel did far more to galvanize the forces of nationalism and, paradoxically, the forces of change in the Arab world, than any combination of internal forces could conceivably have done. But it is equally true that the implantation of the new state in the middle of hostile forces has had a profound effect on the quality and tone of development in Israeli economic, social and political life. The early Zionist vision of the New Society was to be blurred by the harsh realities of building a nation state surrounded on all sides by enemies bent on her destruction. There is a sense in which the ghetto mentality that characterized the existence of Jews through centuries of European anti-Semitism reaches its zenith in the national expression of international Zionism which is Israel.

World Jewish power seemed impotent against the programs of central and eastern Europe, followed by the cold and calculated genocide of the Germans. Jews were unable to challenge successfully or change the timid and hypocritical response of the West to the clear signals that the unspeakable horror which was the Nazi mind had brought science and technology to the service of racial and religious hate. The latent anti-Semitism of the predominantly Christian West made possible the closing of their eyes and consciences to the plight of the Jews up to the point that Nazi ambitions threatened to engulf all of the "civilized" world. Therefore, the Western mind should not be surprised to observe the tenacity of the hope and aspirations of Jews throughout the world linking them to Zionism and the political and military action required to create a new state.

The shame with which the period between 1945 and 1948 ought to be viewed by the West, as well as the Soviet Union, might someday produce the acknowledgement of the deep-rooted anti-Semitism which was a back-door guarantee of support for the new state of Israel since it

relieved them of the need for finding solutions within their own borders. This unpleasant reality coincided with the skillful diplomatic initiatives of Zionist forces and the growing strength and determination of Jewish immigrants in Palestine to carve a new destiny for themselves.

For many centuries the history of Western civilization has been in large measure a history of the seminal role of its Jewish minorities. They have been in the vanguard of the plastic and performing arts, science and literature; in the forefront of those challenges to complacency and the status quo which for every generation has kept alive the belief in freedom and progress. In many ways the concentration in Israel of those rich talents and the urges toward freedom and progress are deprivations for the Western world. World Jews have come to believe, however, that the cost of the dispersal has become intolerable and that a nation state which could focus the pride, capabilities and profound fear of world Jews has become a necessity.

Israel, the expression of these complex needs, was brought into being in conflict with the hopes, needs and aspirations of the Arab populations of the Middle East. These Arab populations, like the Indians displaced by the Pilgrim fathers, did not feel responsible for the pressures and pains that brought those seeking relief from persecution. Unlike the Indians, they have retained and increased their power to resist the new state of affairs. The analogy is imperfect in that Jews claim a long and continuous association with the land they now occupy. The Arabs' historical claim became the victim of superior power and organization, marshalled on an international basis.

Obviously no solution could have been acceptable for the Jewish people who settled in Israel which made them a minority in a new state. That fact made inevitable the eventual existence of an Arab and a Jewish state in Palestine. The fact also made impossible a resolution of conflicting interests on grounds other than the power to impose the conditions of a new nation. That fact is a fact of history that can only be undone at an intolerable cost to world peace.

The only path that wise and judicious Arab leadership can take is the recognition of the state of Israel and the determination to live in peace. The meaning for Israel is the development of an approach to peaceful coexistence with her Arab neighbors that places ultimate confidence in that relationship. There can be no outside guarantee, whether U.S. or Soviet Union or both, that can replace the guarantee derived from a mutually profitable relationship among neighbors. When Israel returns territories captured in 1967, as eventually she must, the loss of strategic grounds for military action should be replaced by securing diplomatic initiatives leading to economic and cultural exchange which will rebuild between the two countries the bridge which existed for centuries.

Israeli scientists in cooperation with Arab scientists may focus their considerable resources on long term joint research projects which can have enormous significance for the Middle East and the world. Imagine, for example, a breakthrough such as a cheap method for desalination of water; solar energy providing cheap cooling and refrigeration. Greatly expanded tourism with jointly coordinated tours of the Holy Land and other spots of historic, cultural, or scenic interest could provide substantial revenues. Twenty-five years ago such suggestions were considered naive. First, the hostility between Jews and Arabs seemed to preclude it. Also, it was thought by many that any scientific, cultural, or educational exchange would be so one-sided as to make them practically impossible. Today such exchanges can be envisioned since there is a more realistic attitude toward Israel's existence, a first step toward a peace settlement.

By insisting that statesmen must now look beyond a peace settlement, one does not ignore the substantial obstacles to achieving such a settlement. The work of the technicians who will map out the definitive borders between Israel and her neighbors must also include the proper public attitudes in Israel, in the Arab countries, and in the rest of the world. Israel's understandable desire not to give up strategic sites must be weighed against the probability that these sites—outside 1967 Israeli borders—would inevitably be targets of future hostilities. The Arabs must reconcile themselves to the fact that legitimate concerns for national defense mean that for the foreseeable future Israel must be prepared to defend herself against a group of nations. Both Arabs and Jews must begin immediate discussion about disarmament. Western and Soviet military strategists must cease and desist in their satanical competition to provide arms for the Middle East protagonists. This must be a fundamental principle for any summit negotiations for a peace settlement. These same summit discussions might very well begin another kind of peaceful competition for providing economic and technical aid to Israeli and Arab development agencies.

At this point, we are at the beginning of the long road to constructive dialogue, peaceful coexistence, and friendly economic and social collaboration between neighbors. The vision of Arab-Israeli cooperation in building a region which can once again be thought of as the cradle of civilization, providing food, energy, and technology for export, seems worth all the effort. ■

Ted Harris, '48 (LL.D., '64), was a Ford Foundation Research Fellow from 1953 to 1955 at the University of Cairo, Egypt. He has served as a consultant in the Middle East and Africa, on a special Presidential Commission on vocational education, and was a member of an official delegation which visited heads of states of 12 African nations.

OVERVIEW

Continuing the LA SALLE series analyzing the progress, problems, and prospects of the college's various academic departments. This issue:

Accounting

Cooperative Education

Education

Finance

Management

Marketing

Personnel and Labor Relations

Quantitative Analysis



As they say, there have been changes made. So many changes, in fact, that if you graduated before 1970 you probably wouldn't recognize the business school or, more officially, the School of Business Administration. Not only has College Hall been renovated—replete with bright new conference rooms and offices, but no longer can you major in "general business." Now you have the choice of such "professional options" as "quantitative analysis" or "personnel and labor relations" or "management." Oh yes, you can still major in "accounting" or "marketing" or "finance," but you will be studying in an environment of greater professional orientation combining both the theoretical and applied approaches of teaching business administration.

"It's not just jargon," says Dr. Bruce V. MacLeod, who has been a member of the college's management department since 1962 and the Dean of the School of Business since 1969. "Since the curriculum change (see LA SALLE, spring 1972) we feel that we have struck the reasonable balance between the functional and behavioral approach. There is more emphasis on quantitative analysis and I think that we can take serious pride in the quality of teaching in the business school. There has clearly been an upgrading of (teaching) credentials."

Improvements made in areas of study comprising La Salle's professional preparation curriculum have been both widespread and impressive. There are exciting honors program courses like "Legal Environment of Business." There are cooperative programs with St. Joseph's leading to teaching certification in business administration and with Temple leading to a master's degree in general education. Campus speakers like banker John Bunting, oil company executive Robert Sharbaugh, and automobile executive Theodore H. Mecke, Jr., share their experiences with students as part of the college's Lindback Executive Series.

Cooperative Education has begun to flourish. Interdisciplinary study is encouraged. The marketing and finance departments, for example, offer a popular course in "International Commerce." More coeds are taking business courses. More jobs are currently available to students taking professional preparation courses. And more students, in fact, are moving away from liberal arts area into other disciplines. In 1970, about 21 percent of La Salle's incoming students registered for business. By 1974, the number had jumped to 30 per cent. In 1970, 55 per cent chose liberal arts; four years later the number had dropped to 40 per cent. Advice for improving the program is obtained regularly from the two-year-old Business Advisory Council comprised of prominent area businessmen who meet with the dean and department chairmen.

Certainly the most intriguing of the new innovations is the college's Cooperative Education Program which is supported largely by a recently-renewed \$25,000 federal grant from Health, Education and Welfare's Office of Education. Since the program got off the ground in the Career Planning & Placement Bureau under the direction of Philip H. Coyle in January, 1974, some 37 students have worked for 22 different employers. Eight are working this summer including Maria Gioquindo, who has been, assigned to the Paris office of Price Waterhouse & Co.

Under the program, students can earn three credit hours a semester for their full time job. They are expected to complete the other 12 credits during the summer or at night if their employer permits it. The program is now fully operational in the School of Business (most of the participants are majoring in accounting) but Coyle hopes to expand some into the School of Arts and Sciences and Evening Division. Eventually he would like to send 50 students out to work each semester.

"We are finding that the percentage of our former cooperative students getting jobs is much higher than the student body in general," says Coyle who puts each volunteer for the program through a comprehensive orientation program. Students undergo intensive pre-interviewing counseling using the latest in audio-visual techniques to watch "typical" interviews and "role playing" situations. They also learn to write effective resumes. "Employers find that it is good business to hire 'cooperative' students," says Coyle, "because the turnover rate is less and these students tend to be more productive over the long run because they have become familiar with the (company's) operation."

Employers, who are requested to submit a lengthy written evaluation of each participant, have greeted the program with enthusiasm. So have the students. "Those who have participated think that it's the greatest thing that has happened," says Joseph G. Markmann, C.P.A., chairman of the college's Accounting Department. "The valuable experience you gain by working in a business environment can never be obtained while sitting in a classroom," says Terence J. Connors, who worked this spring for Arthur Andersen & Co. "One of the best aspects of the entire thing was the fact that I was treated as a professional and not like I was only a college student. I was given some very responsible work to do and no one was constantly looking over my shoulder to see if I was doing the work."

The "Flagship" of the Business School has always been the highly-regarded accounting department which has just about doubled in size (currently 500 sophs, juniors and seniors with some 135 freshmen due in September) in the past 25 years. "It seems that accounting majors from La Salle are quite sought after by employers," says Markmann, who has been chairman for five years and who is one of five members of the department who have enjoyed 25 years or more of service to the college. "You get all kinds of favorable comments from employers about our students."

The employment feedback has been so favorable that La Salle's accounting graduates (excluding those entering graduate school or the service) batted a phenomenal 100% in landing jobs two years in a row. Last year the recession knocked the figure down to about 80% but it's on the way back up for the 1975 graduates.

"The job market has always been good," says Markmann, "but there is a great concern about the future: Will the number of available jobs equal the growing number of students majoring in accounting? We hope that we are controlling it by our entrance requirements and high standards."

Traditionally running second to accounting in the number of majors has been marketing which has been offered as a major field of study since 1950 and annually graduates about 70 students. "I was the marketing department all by myself until 1955," recalls George Swoyer, who will begin his 29th year at the college in September.

Courses like "International Commerce" and "Marketing Management," which incorporates actual case studies, are now taught as part of the curriculum. "There has been a change in emphasis from the old functional approach to an overview sort of situation," says Swoyer who holds an honorary doctor of humane letters degree from Combs College of Music. "We are dealing with the 'marketing concept' now, making more use of 'case' type operations instead of lecturing, 'this is how you do it.'"

Swoyer also has witnessed a gradual integration of marketing courses with other business disciplines such as finance. There is also more emphasis on preparation for 'middle management' rather than 'entry' type positions.

Swoyer has also been exploring the possibility of adding a series of what he calls "Logistics" courses at the behest of two trade associations, the National Industrial Distributors Association and National Association of Wholesale Distributors. If plans materialize, students could study such areas as traffic management, inventory control, warehousing, and protective packaging.

About 20 students are majoring in Finance under the

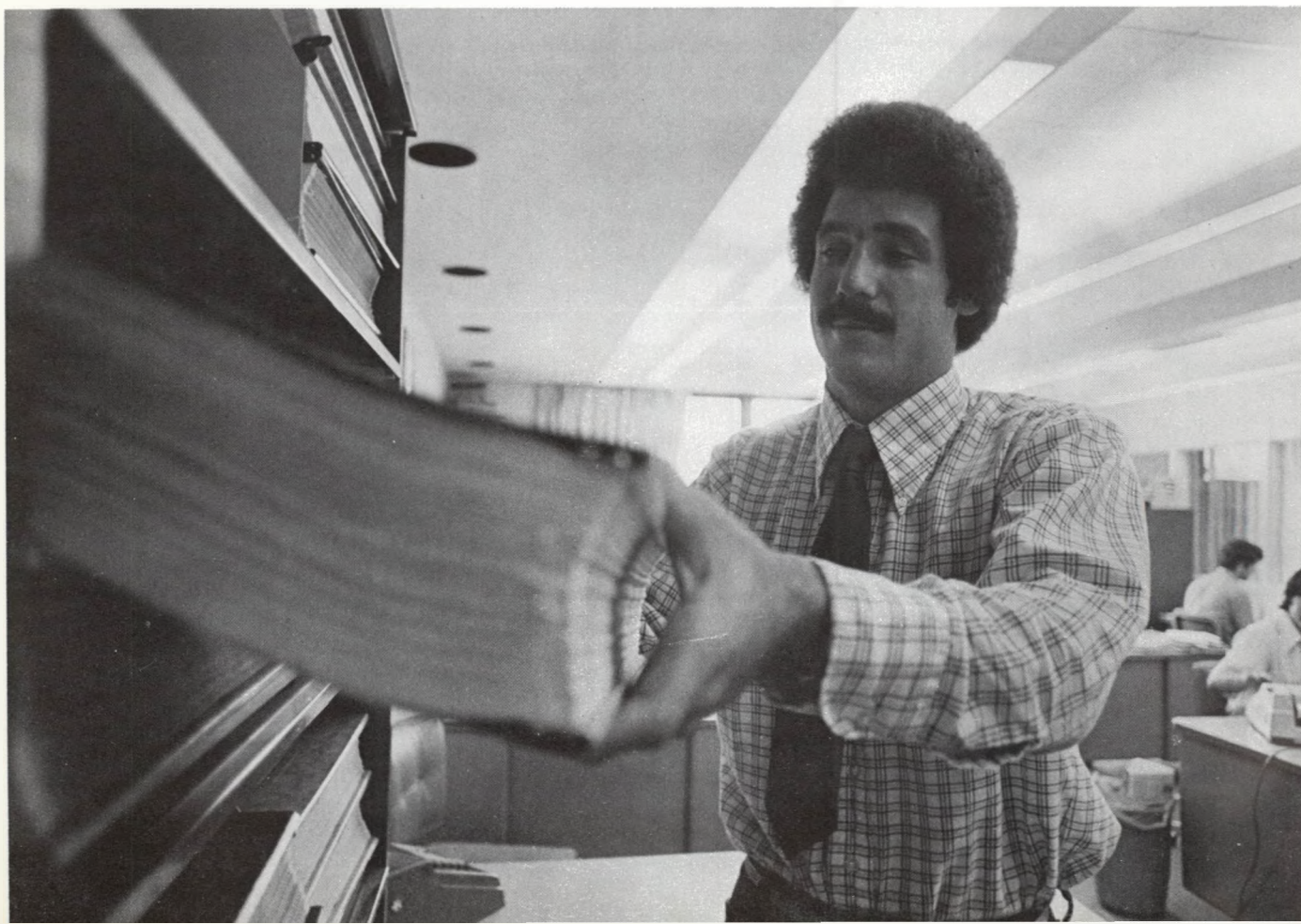
chairmanship of Melvin F. Woods, who has been running the department since 1969 after having served as chairman of the old General Business curriculum since 1955. Woods also handles "housekeeping" chores for the real estate, law, and insurance courses.

"One reason that we don't get that many majors is the fact that the securities business went sour and the openings just aren't there," says Woods. "We have been most fortunate with placing people in banking and commercial finance and, lately, in the savings and loan business."

Two finance courses, "Corporation Finance" and "Principles of Finance," are required of all business majors, and fill about a dozen sections a semester. Moreover, the latter course has proven quite attractive to liberal arts students along with an introductory investment course. The department recently added its first "case study" course, "Advanced Corporation Finance," and has become more "math oriented," according to Woods.

"Our three new young faculty members have also had quite an impact on the department," says Woods. One of the new professors is Dr. Joshua Buch, a graduate of Hebrew University of Jerusalem who worked for a while in the securities industry.

La Salle senior Gerald Barth-Wehrenalp, an accounting major, is working at the Teamsters Health and Welfare Fund offices in center city Philadelphia as part of the college's Cooperative Education Program.



No other department on campus has experienced as many changes as Management where some 150 majors are now able to choose from four separate tracts—operations management, organizational behavior, management information systems, or management of public systems.

"We now offer the student a greater freedom of choice," says Prafulla N. Joglekar, chairman for the past three years and a native of Bombay, India. "In addition, we are now able to tell prospective employers exactly what a student can do." Joglekar added four new courses and dropped three courses from the program within his first six months as chairman. He is especially enthusiastic about the new "Public Systems" tract which has been developed under a grant from the General Electric Foundation.

"It's quite a unique option," he says. "It's geared to more of an operational level than public administration which is more philosophical in nature."

Joglekar has made other innovations including the institution of a "Departmental Board," consisting of ten students and five faculty members, designed to develop an "awareness and sense of belonging to the department." He also re-activated the Society for the Advancement of Management after a seven year absence in the day school. La Salle's SAM chapter finished in the top ten nationally this year.

Although the number of majors has increased the past few years, the job situation for management graduates has not improved. "Management may be the only field that does not have *direct* access to a job because it's so specialized," explains Joglekar. "But once a student *gets* a job he generally moves up quickly. Perhaps we need wider exposure to prospective employers so that we can tell them just what our majors can do. The new cooperative program might help."

Management also includes courses in "Personnel and Labor Relations," known formerly as the "Industrial Relations" Department. "It took me 24 years to find out that nobody really knew what industrial relations was all about," says Charles A. J. Halpin, Jr., Esq., who has served as course advisor since 1950. "They didn't realize that we offered courses in personnel and labor relations."

Halpin has seen many changes in the field in his 30 years at the college, most of them the result of recent legislation. "The entrance of unions into the public sector in the labor relations end has been most significant," he says. "But you also have equal employment opportunity in the personnel field which includes affirmative action, the Occupational Safety Health Act, and the human relations approach now known as organizational behavior."

In keeping with current trends, courses are now offered in such areas as "Wage, Salary and Benefit Administration," and "International Labor Management Relations." Halpin, along with Dr. Robert J. Courtney, chairman of the political science department, has conducted some 60 seminars over the past four years in collective bargaining, contract administration, and affirmative action for state and municipal employees.

The newest professional option—coordinated by the Management Department—is Quantitative Analysis under the direction of Dr. Joseph R. Troxell who joined the college faculty the same year the course was introduced four years ago. The course requires a considerable amount of mathematics and, with the exception of two or three majors annually, is offered to the rest of the student body on a service basis.

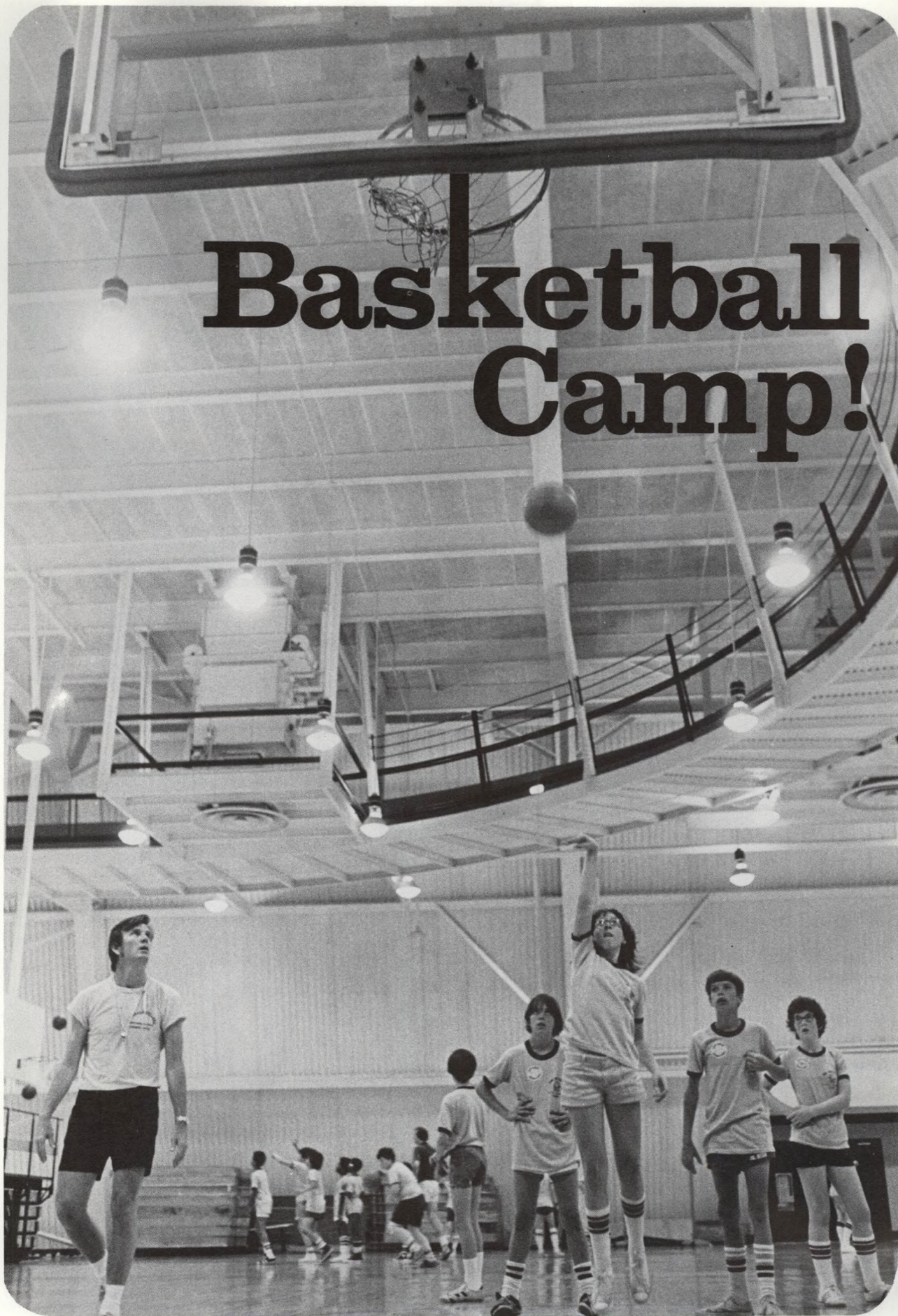
One semester of statistics is required of all business majors. Such new courses as "Operations Research" have proven popular not only with business students but have attracted people majoring in such disciplines as mathematics and psychology.

"Our majors are closely tied to management, quality control, programming or information systems and systems analysis," says Troxell. "I'd like to develop closer ties with other departments like marketing and finance for students interested in such areas as research or financial analysis. I would be willing to tailor our course to topics that are especially interesting to other departments."

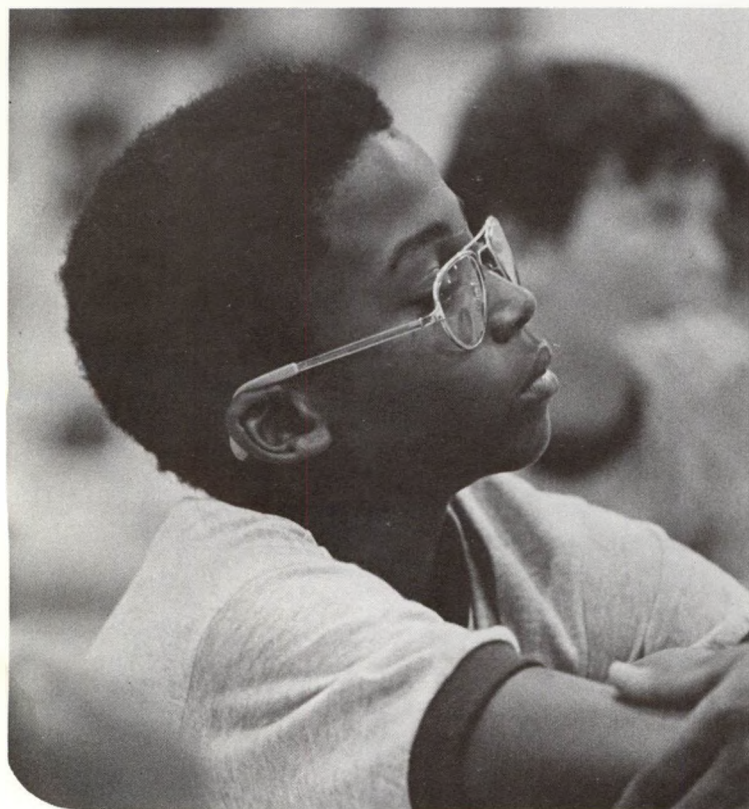
One of La Salle's most vital professional preparation programs, the Education Department, continues to expand and flourish (see LA SALLE, spring 1973). "The number of education majors has doubled since we introduced those two new programs (special education and a cooperative graduate education program with Temple University)," says Brother Anthony Wallace, F.S.C., Ed.D., who recently succeeded Dr. Gary K. Clabaugh as department chairman. The college's teacher education program averages about 100 students annually with another 50 enrolled in special education.

An amazingly high number of them—79 percent—have been getting jobs after graduation, way above the 50 percent average of colleges across the commonwealth of Pennsylvania. The next few years may be difficult, however. "We know from the trend that the next few years *will* be difficult," says Brother Wallace. "It's a national trend we're considering. Naturally we're concerned but we are doing something about it. We want to make our students as qualified—and as visible—as possible. We are also purposely keeping the number of Special Education students low although we could easily accommodate two or three times as many."

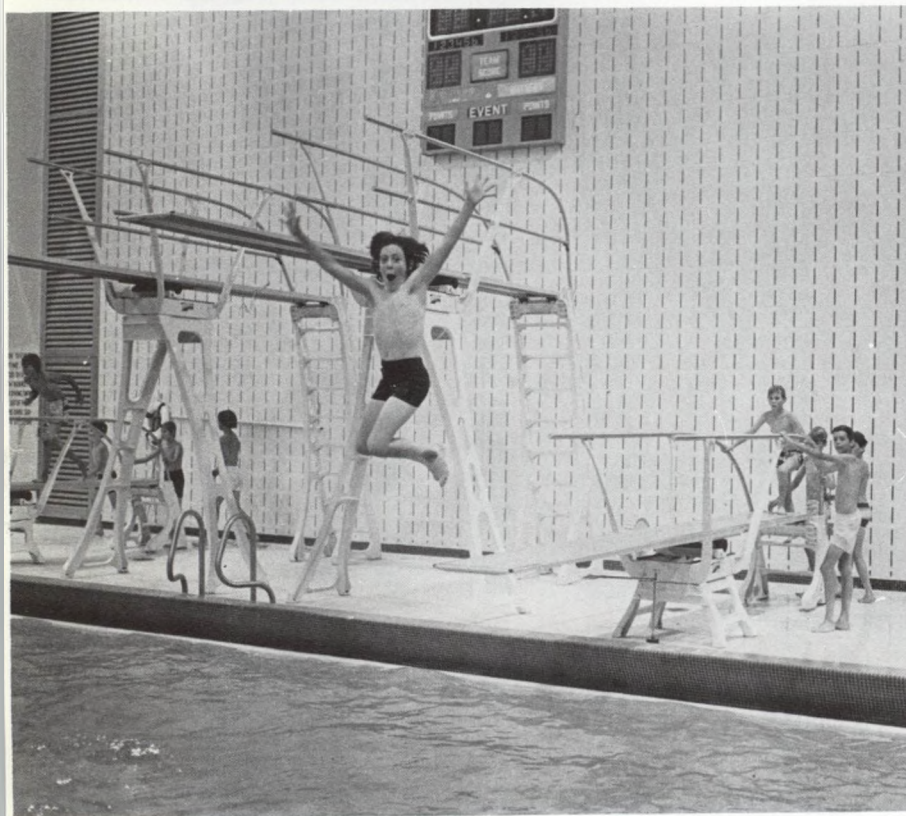
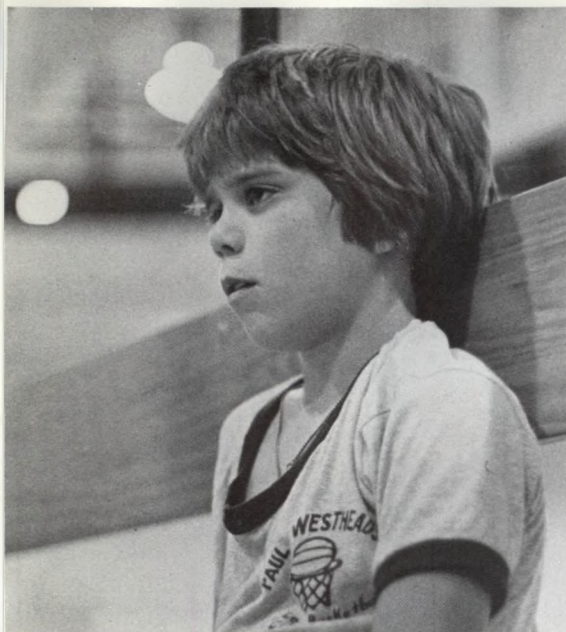
The department has been moving in a variety of other directions. La Salle recently became the only college in the Delaware Valley to receive program approval from the commonwealth for certification in Italian. An ambitious bi-lingual education program has been initiated with the foreign language department and a certification program has begun for Latin teachers in Philadelphia's Public School System. La Salle's Special Education collection in the David Leo Lawrence Memorial Library is one of the most extensive of its kind in Pennsylvania and a special "Instructional Materials Center" has been building in the college's Audio Visual Center. Courses have been added in developmental reading and geography and Brother Wallace would like to give more thought to adult education, special education for early childhood, and environmental education. ■



Basketball Camp!



For dozens of youngsters, happiness is spending a week in June learning the finer points of basketball at Paul Westhead's annual camp at Hayman Hall. There's plenty of instruction from Westhead, himself, (preceeding page) and assistants like Dave "Lefty" Ervin (above) and Joe O'Connor (far right). For variety, there are dips in Kirk Pool and refreshing juice and lunch breaks. And this year, for the first time, girls!





NOW WE HAVE A FRIEND IN THE BUSINESS!

As Pennsylvania's first Ombudsman, Jim Curran, '48, spends his time cutting the bureaucratic red tape

"Now You Have a Friend in Harrisburg," says one of the advertisements inserted periodically by Pennsylvania's Department of Commerce in the commonwealth's major metropolitan newspapers.

The "friend" is James F. Curran, '48, who has become Pennsylvania's first official "Business Ombudsman" when Governor Milton Shapp created the relatively unique position on Nov. 17, 1971. Ohio is believed to have been the first state to employ an official ombudsman; Maryland introduced one shortly after Pennsylvania appointed Curran.

The first ombudsman was appointed by Constitutional decree in Sweden in 1809 and served as a legislative commissioner for investigating citizens' complaints of bureaucratic abuse. The office is largely confined to the Scandinavian countries although it has been adopted in such nations as New Zealand (1962) and has been viewed with much interest elsewhere. Functions similar to those of an ombudsman are undertaken by the Administrative Management Agency in Japan, a parliamentary commissioner in Great Britain, and various civilian police review boards in the U.S. Some of the larger metropolitan newspapers in this country are also using ombudsmen with more frequency.

The basic function of Pennsylvania's ombudsman, an office staffed by Curran and two assistants, is to assure the commonwealth's business sector of a prompt response to any questions or problems pertaining to any facet of the government. In other words, to cut the bureaucratic red tape in dealing with the 46 state agencies, departments, and commissions. The ombudsman is expected to respond to all inquiries within 48 hours or two business days.

"Sooner or later everyone running a business in this state has a problem," says Curran who has been with Pennsylvania's Department of Commerce since 1956. "Too often in the past these people got the old runaround and got burned. Sometimes they may not like the answer I get them, but at least they appreciate the fact that they *got* an answer."

Curran's staff processes about 4,000 requests a year, many of them forwarded from one of the Commerce Department's field offices in places like Scranton and Erie. His office advertises its services extensively and encourages business people to take advantage of the toll free telephone number (800-232-0664). "Private citizens"

also call with their problems occasionally and Curran says that he takes care of them whenever possible.

"Many of the calls we get are small problems that can be handled easily," says Curran. "But to a guy running a business, it's not such a small thing. He sees nothing funny about it; often he feels that he's been getting ripped off somewhere along the line, and maybe he's already called a half dozen offices without any satisfaction."

One thing that Curran can guarantee the businessman is satisfaction, at least *some* kind of satisfaction. Each state agency has a liaison assigned to the Ombudsman's Office, usually at a deputy director's level. Jim is on a first name basis with all of them. "We get very good cooperation from all departments," he says. "Somewhere in that department there's an expert. We just give them the ball and let them run with it."

The most frequent requests concern regulations on new and existing businesses, tax problems, and financial assistance. One caller wanted to know how to obtain a private detective's license; another owned several acres of timberland and wanted to know the going price for black walnut wood. A while back, Curran was flooded with calls from business controllers asking about state income tax withholding regulations. An importer recently sought information on some stuffed toys he planned to bring in from Hong Kong. He abandoned the idea after Curran found that the toys didn't meet existing standards.

Curran, a combat infantryman during World War II, earned three Battle Stars and the Bronze Star in the European Theatre and was with the first U.S. Division to meet the Russians at the Elbe. He majored in political science at La Salle and at the University of Pennsylvania where he later earned a master's degree. He joined Pennsylvania's Department of Commerce in 1956 as an industrial research analyst in the Bureau of Industrial Development.

Besides serving as ombudsman, Curran is a member of the commonwealth's Hazardous Substances Transportation Board which regulates the shipment of such volatile items as explosives, radioactive material, and liquid fuel over Pennsylvania's highways. He lives in nearby New Cumberland with his wife, Cathy, and five children, two of them, Christina, '73, and Denise, '75, La Salle graduates. ■

AROUND CAMPUS



Suzanne Pope Brooks with her husband, Harvey, and her Godchildren, Paul and Daryl.

FORMER POLICEWOMEN ENDS 13-YEAR QUEST FOR DEGREE WITH COVETED DANFORTH FELLOWSHIP

"It seems almost from rags to riches overnight."

That was the reaction of an elated Suzanne Pope when the La Salle College senior and former Philadelphia Policewoman learned that she had won a coveted Danforth Foundation Graduate Fellowship for Women to the graduate school of her choice.

Ms. Pope was one of only 25 selected from some 450 applicants across the nation. An English-Education major with a near-perfect 3.93 academic index, she plans to use the grant, renewable for a total of four years, to study creative writing at the master's degree level and American (history) Studies for her Ph.D. at Washington State University.

She eventually hopes to enter a career of college teaching and creative writing.

Ms. Pope graduated from La Salle on May 20. On May 31, she married Harvey C. Brooks, a La Salle classmate who will be joining her in graduate school at Washington State. Brooks, a sociology major, won a National Institute of Mental Health Traineeship.

"It's been like a dream," says Suzanne who learned recently that her short story, "Light Through the Ivy," has been purchased by *Essence* Magazine for publication in its July issue.

For a long time, however, it appeared that the 1958 graduate of West Philadelphia High School would never complete college, let alone attain such

academic excellence or reach graduate school.

Besides attending three different colleges and holding three different jobs at various times, Suzanne also assumed the responsibility of raising two young partially-handicapped boys. She still found time to do volunteer teaching and charitable work to help underprivileged children.

"It's taken me 13 years to get that degree," says Suzanne. "Even in high school I wanted to be an English teacher. But there were times when I didn't think I was going to make it. Each time I dropped out of school I didn't think that I would get back."

Ms. Pope worked as a telephone

operator for three years after graduating from high school. She attended Cheyney State for a year in 1961-62, then worked as an accounts payable bookkeeper for Spiegel's until joining the Philadelphia Police Department in 1965. She stayed with the Juvenile Aid Division until 1972 when illness and the recurrence of a work-related injury forced her to leave the Department.

"Harvey was attending La Salle at the time and he brought me up to see Brother Christopher (then the college's director of admissions) in May of 1973," she recalls.

Suzanne had earned excellent grades both at Cheyney and at Temple University where she had taken some law enforcement courses during her Police career. She was permitted to enter La Salle's Honors Program where, among other courses, she pursued independent study in creative writing under the direction of Claude Koch, a novelist and professor of English.

With her work from Cheyney and Temple, combined with 21 credits earned by successfully completing CLEP (College Level Examination Program) exams, Suzanne completed her course work in a year-and-a-half. She is doing her student teaching at nearby Girls' High School.

She is also involved in a host of other activities:

- For the past four years she has been legal guardian of two of her God-children, Paul Roberts, 13, and his brother Daryl 12, who have both been doing well both in the classroom and in extracurricular activities despite suffering partial hearing handicaps.

- She does volunteer teaching one day a week at the Pennsylvania Advancement School, 5th and Luzerne Sts., where she also tutors a young Spanish girl.

- Since 1968, she has been founder and prime mover behind "Girls Incorporated," a non-profit organization that has provided cultural and intellectual programs for several hundred inner-city girls. She does fund-raising for the organization and also teaches a course in interpretative dancing.

- She is learning to play the guitar and grows a variety of plants in her kitchen.

- She has contributed two poems to La Salle's student literary magazine, *Grimoire*; has written for the college's *Sociological Journal*, and has written and edited newsletters for "Americans United Against Crime."

She was also named recipient of the 1975 "John McShain Award," given to the senior who has excelled scholastically and is considered by the faculty to have done the most for the public welfare of La Salle College.

La Salle starts city's first "Weekend College"

La Salle will offer Philadelphia's first "Weekend College," for persons who have been out of high school for at least two years beginning in September, it was announced by Brother Emery Mollenhauer, F.S.C., Ph.D., the college's vice president for academic affairs.

Some 50 courses will be offered in the arts, humanities, and business on Saturdays and Sundays for students who will be able to earn up to six credits a semester.

Three separate schedules will be available: by attending classes from 9:00 A.M. to 4:00 P.M. on both Saturday and Sunday once a month for three months; by attending classes from 9:00 A.M. to 4:00 P.M. on Saturdays only twice a month for three months, or by following the traditional semester schedule by attending Saturday morning and/or afternoon classes for 15 weeks.

"The weekend campus program will be of particular interest to adults who cannot fit traditional day or evening college classes into their personal schedules," said Brother Mollenhauer, who added that the "Weekend College" will be administered by Dr. Thomas Coffee, dean of La Salle's evening division and summer sessions.

The new "Weekend College" is expected to have strong appeal to out-of-town students who might be interested in more intensive instruction and fewer class days. Besides being serviced frequently by convenient local transportation, La Salle's campus is easily accessible to major turnpikes and highways.

Weekend classes will begin on Saturday, Sept. 6.

Over 1,200 men and women received degrees at 112th commencement exercises

A prominent clergyman, a television commentator, and a financial company executive received honorary doctor of laws degrees at La Salle's 112th Commencement on Tuesday (May 20) at Philadelphia's Civic Center-Convention Hall.

Brother Daniel Burke, F.S.C., Ph.D., president, conferred bachelor's degrees on some 1,180 men and women including 313 evening division students. Another 37 students received master's degrees in Religion.

"Our hope," said Brother Burke to the graduates, "especially, is that in whatever work you do, honestly and well amid the difficulties of our times, you will become real persons, great, committed human beings. Our hope, too, is that in the success and failure, the happiness and unhappiness you are sure to have in your life, you will find the unshakable, the ultimate, the utterly mysterious workings of God's Love. For that value stands above every anxiety, every disillusionment, every mad and marvellous revelation the world can offer us—and it is to this great thing that we are going forward."

Recipients of the honorary degrees were the Rev. Leon H. Sullivan, pastor of Zion Baptist Church and founder of Philadelphia's Opportunities Industrialization Center; Rod MacLeish, chief commentator of the Westinghouse Broadcasting Company (Group W), and Rolland A. Ritter, founder and chairman of the board of Ritter Financial Corp.

"It is good that we honor a pastor who

Brother Daniel Burke, F.S.C., Ph.D. (left), presents honorary degrees to Rod MacLeish, Rolland A. Ritter, and the Rev. Leon Sullivan.



has made so many acts of faith in his brothers and sisters," said the citation honoring Rev. Sullivan, "A leader who has affirmed the ability of his people in the world of work and education. It is fitting that we honor a teacher whose lessons 'will bear a fruit that will last,' a man who has built bridges between the old who dream dreams and the young who see visions."

MacLeish was honored as "A man of keen perception and extraordinary precision. A man of lucidity, whose words reveal an exemplary respect and regard for our English language, and an unerring feel for the force and majesty of that language."

Ritter's citation said, "... At a time when pervasive cynicism can seem to be the only possible attitude toward all things financial and corporate, it is good to know a man who has given so much of his life to others, especially to the young."

Brother Colman Coogan, F.S.C., provincial of the Baltimore Province of the Brothers of the Christian Schools, sponsored Rev. Sullivan for his degree. Dr. Dennis Cunningham, associate professor of English at La Salle and WCAU-TV commentator, sponsored Mr. MacLeish, while former Pennsylvania Attorney General Fred Speaker, J. D., sponsored Mr. Ritter.

La Salle's annual Baccalaureate Mass was held at 10:00 A.M. on Tuesday at the Immaculate Conception Church, Cheltenham and Ardleigh Sts.

La Salle's Army Reserve Officers Training Corps (ROTC) held its annual commissioning ceremonies for six cadets Tuesday afternoon in the College Union Ballroom on the campus.

Three faculty members receive research grants

Three members of La Salle's faculty have been selected to receive summer research grants from the National Endowment for the Humanities.

They are Drs. James E. Biechler, assistant professor of religion; Leonard A. Brownstein, associate professor of Spanish, and James A. Butler, assistant professor of English.

Dr. Biechler will conduct a study on "A Linguistic Analysis of the Peace Symbol in the Religious Rhetoric of Erasmus of Rotterdam."

Dr. Brownstein was one of 12 professors selected from throughout the U.S. to attend a seminar at Duke University on "Comedy of 17th Century Spanish Theatre."

Dr. Butler will conduct research in England on "The Critical Edition of Wordsworth's *The Ruined Cottage*."



Veen named new director of special activities

John Veen, the director of the College Union for the past 16 years, has been named to the newly-created post of director of special activities, it was announced by Dr. Thomas N. McCarthy, the college's vice president for student affairs.

Veen's new responsibilities will include developing tour programs for the college community, administering travel arrangements for faculty and staff, and planning conferences for campus and off-campus groups.

During Veen's tenure as Director of the Union, the tour program became a highly-successful venture. He founded and directed the College Union Committees which for several years carried the major burden of student programming, was instrumental in establishing radio station WEXP, earned a national reputation for his annual Union art exhibits, and developed various Union film series.

Dr. McCarthy also announced that the Union Director title will be dropped. The current student activities staff will assume Veen's duties.

Varsity athletes compile 92-87-6 won-loss record

A banner year for basketball, the expansion of the women's program, and strong showings by the soccer, baseball, swimming, and golf teams highlighted the 1974-75 Explorer intercollegiate sports calendar.

La Salle's sixteen varsity squads posted an overall record of 92-87-6 (.514). The men's varsities compiled a 71-49-4 (.592) log, while the women's program, only in its third year of existence, showed a 21-38-2 (.356) cumulative mark.

District 2 Coach of the Year Paul Westhead's cage squad dominated Eastern basketball for nearly three months as the Explorers won 16 of their first 17 games. They gained national recognition by capturing two major holiday tournaments, the Dayton Invitational and Sugar Bowl Classic, and were ranked as high as 7th by the AP.

La Salle dethroned Penn as Big Five champion and also annexed the revamped East Coast Conference (formerly MAC) crown to earn an NCAA tournament berth.

A heartbreaking, overtime loss to Syracuse in the first round of the playoffs saw the Explorers finish with a 22-7 record, their best record since 1968-69.

Two high-scoring forwards and a classy backcourt sparked the squad, Westhead's best yet. Honorable mention All American Joe Bryant and Bill Taylor, La Salle's 4th all time leading scorer, provided the punch up front and the backcourt duo of All Big Five guard Charlie Wise and Glenn Collier proved to be one of the best in the East.

On the soccer front, Coach Bill Wilkinson's booters posted their fifth consecutive winning record (6-4-4) and won the ECC's first Eastern division title with a 5-0-1 mark.

Another nonpareil performance by junior goalie Rich Hoffman, who allowed only 16 goals in 14 games, highlighted the Explorers first soccer championship in history. Hoffman in one stretch registered 638 minutes of scoreless goaltending (spanning two years).

Seniors Brad Bentz and Jim Harkins and sophomore Fred Lauterwasser anchored the solid fullback line, while the scoring was evenly distributed among eleven players, led by junior Bill Powell (6 goals).

Gene McDonnell's diamond nine broke several long-standing records and finished with a 15-10 slate, which equalled the La Salle mark for most wins in a season, set in 1966.

All ECC first baseman Tony Chapman established a new mark for most hits in one season (41) and paced the Explorers with a .394 batting average.

Other glowing performances came from freshman outfielder Bruce Reiprich, whose nine home runs and 36 RBIs were both new records, and sophomore catcher Bob Sarcewicz, who batted .357. Reiprich finished second in the nation in home runs and RBIs.

Sixteen La Salle records also went out the window during the swimming season as Jack Lumsden's mermen splashed to a 7-5 record and a second place finish in the ECC championship meet.

Junior Jeff Hurley set new marks in the 100 and 200 yard backstroke,



Brother Daniel Burke, F.S.C., Ph.D., accepts \$10,000 capital grant from the Gulf Oil Foundation from Francis R. O'Hara, Esq., '54, assistant general counsel of Gulf. The grant will be used for landscaping and improvements of the western entry of the campus.

Actress Geraldine Fitzgerald (right) took time off from her starring role in "Long Day's Journey Into Night" at the Walnut Street Theatre to share some dramatic insights with Dennis Cunningham's speech & drama students on campus during the spring semester.



covering the distances in 53.46 and 1:56.52 respectively.

Sophomore Ralph Ehinger also broke two records; he swam 1:00.91 in the 100 yard breaststroke and 2:15.54 in the 200 yard breaststroke.

La Salle's third double record-breaker in '75 was freshman Tom McKeon, who set new standards in the 200 yard free-style (1:45.17) and 500 yard free (4:51.30).

Another individual mark fell when senior Bob Halligan clocked a 52.52 in the 100 yard butterfly.

Captain Jim Finegan, Joe Galie, and Rich Lownes helped Jack Connors' golf contingent to a 9-5 record, the team's best since 1965.

Although not a banner year for Ira Davis' track team, Kevin Brown finished fourth in the ECC cross country championship and rewrote the La Salle 5 mile record with a time of 26:04.

Tom Reynolds placed second in the javelin in the ECC outdoor championship meet and Rich Stephans won the conference 440 yard dash title with a 48.2 effort.

Vince Madden's crew team showed potential early in the year (the heavy-weight eight finished 4-2), but both varsity boats were eliminated in the

trials of the climactic Dad Vail championships.

Number one singles man Cliff Raben, Tom Helnick, Ken Foti, and Frank McKee provided the highlights for Rich Cohen's 3-8 tennis team, which again faced a schedule loaded with scholarship-stocked teams.

The newest addition to the expanding women's program was a track team, coached by Tony Hinton. The team compiled only a 2-4 record but received a superlative performance from sophomore La Vonne Neal.

Miss Neal, ranked third in the nation in the 100 meter hurdles, was undefeated in her specialty until the National Collegiate championships in Oregon. Her meet-best qualifying time in the trials was negated by a collision in the finals, which caused her to finish out of the money.

Coach Eleanor Snell's field hockey team, led by two-year captain and MVP Sally Harper, posted a 5-5-2 record, for the most wins in the squad's brief history. Senior Judy Blanco and junior J. J. Di Paola also chipped in with outstanding efforts.

The volleyball team, coached by Marge Kriebel, jumped out to a 5-1 record but lost its final five contests and

finished with a 5-6 mark. Captain Azeb Tekie, MVP Mary Ann Pantano, and Maureen Rafferty were Explorer stalwarts.

MVP Judy Haegle, who served as captain and played first singles for the tennis team, and the first doubles tandem of Tricia O'Hara and Sue Roth led Ken Hill's tennis squad, which finished 1-3.

Janice Fellman's swimming team suffered through a 1-8 season but was sparked by impressive performances from diver Betsy Thornton and captain (and Most Valuable Swimmer) Ginny Muessie.

The basketball team started strong but a tough schedule and a series of mid-season coaching changes saw the hoopsters, who finished the season under women's athletic director Mary O'Connor, end with a 5-7 slate. Captain Anne Marie Shervin, who led the team in scoring, and MVP Vicki Little, were bright spots.

Eleanor Snell's third year softball team, with MVP Karen Donchetz and Judy Hentz leading the way, won its first two games ever but still dropped five contests to end with a 2-5 mark.

ALUMNI NEWS

'26

Francis J. Braceland, M.D. has been named a visiting professor at the University of Connecticut. His William C. Porter lecture, "Taking Care of the Caretaker," delivered at the 81st annual meeting of the Association of Military Surgeons of the United States in San Diego, was printed in the May, 1975 issue of *Military Medicine*.

\$32

'32

DECEASED: **Frederick W. Iauria, D.D.S.**

'35

James C. Giuffre, M.D. has been awarded the honorary degree of doctor of humane letters by the Pennsylvania College of Podiatric Medicine.

43

'43

Edgar C. Smith, M.D. has been elected president of the staff of Mercy Catholic Medical Center.

'44

Andrew F. Jannett, M.D. has recently been appointed a full colonel in the U.S. Air Force Medical Corps and will serve in the capacity of general surgeon in an Air Base Hospital in Germany. **Rev. Augustine J. Seidenburg** has been appointed an honorary prelate with the title of "Reverend Monsignor."



'48

James T. Harris, Jr.

James T. Harris, Jr., has been named director of business development in Africa and the Caribbean for Sanders & Thomas, Inc., consulting engineers.

'50

John H. Byrnes has been named vice president-operations of F&R Lazarus Co., Columbus, Ohio. **Robert Ehlinger** has been named assistant to Commissioner Phil Woosnam and director of public relations of the North American Soccer League. **Dr. Harry P. Quinn**, assistant to the Philadelphia superintendent of schools, was appointed deputy superintendent of the Centennial (Pa.) School District. **Alexander E. Rodi, D.O.**, has been elected vice president of the

New Jersey Association of Osteopathic Physicians and Surgeons. **Robert J. Sorensen, M.D.**, has been recertified by the American Board of Internal Medicine. **Edward J. Stemmler, M.D.**, has been appointed dean of the School of Medicine of the University of Pennsylvania.

51

Walter J. Hynek has been appointed vice-president of Johnson & Johnson, Chicopee Plant, New Brunswick, N.J. **J. Philip Nolan, M.D.**, has been named president of the medical staff of Holy Redeemer Hospital.

'52

Edward F. Burns is a member of the House of Representatives in Harrisburg from the 18th legislative district (Bucks County). Commander **Francis Griffin** has been named commanding officer of his Navy Reserve Unit in Lewes, Del.

53

James Sanzare returned from a three week visit to the People's Republic of China where he studied urban affairs in Peking and five other cities in Manchuria. He was one of the few Americans allowed a second visit.

'55

James J. Morris



DECEASED: **Stanley J. Kirsch. James J. Morris** has been named a vice chairman of the board of directors of Continental Bank. **Charles Burke** has joined the News Department of New Jersey Public Television and is currently co-anchoring the New Jersey News Report.

57

DECEASED: **James E. Rose. Charles L. Daley** has been appointed executive vice president of the Associated Mortgage Companies, Inc. **Charles M. Lodovico, C.P.A.**, has been elected senior vice president of administration and finance of Lewis & Gilman, Inc., Phila. **Alfred R. Murter** has been promoted to Virginia zone manager of Food Fair in the Norfolk-Richmond area. **Donald C. Robinson** has been appointed assistant manager of the customers service department of Philadelphia Electric Co. **Edward M. Sullivan** has been named vice president and chief financial officer of Gino's, Inc.

Gindhart Elected Alumni President

Joseph M. Gindhart, Esq., '58, was elected president of the college's Alumni Association by the group's Board of Directors on May 22. He succeeds **John J. McNally, '64**, who served for the past two years.

Richard H. Becker, '50, was elected executive vice president; **William J. Leimkuhler, '65**, vice president; **Thomas A. Sabol, Esq., '71**, secretary, and **John P. Gallagher, '62**, treasurer.

Joining the newly-elected officers and the five most-recent past presidents on the 17 member Executive Committee of the Board will be the following men and women, also elected at the May 22 meeting:

Joseph J. Sweeney, '54; **Daniel E. McGonigle, '57**; **James J. Kenyon, '63**; **Frank C. Corace, '64**; **Terence K. Heaney, '63**; **Catherine A. Callahan, '71**; and **William J. Oakley, Jr., '67**.

'59

Anthony P. Finamore



Anthony P. Finamore has been appointed director of management engineering for the recently constructed 350-bed acute care health facility, Allentown and Sacred Heart Hospital Center. **Alvin B. Watson** has been named deputy health commissioner for the city of Baltimore, Md.



Robert J. Peculski

Robert C. Mautz has been promoted to manager of marketing economics for the central marketing region of Gulf Oil Co. **Robert J. Peculski** has been named assistant vice-president and manager of marketing/communications at Wilmington Savings Fund Society.

'60



Everything Coming Up Roses

If you've purchased any roses, azaleas, poinsettias, or any one of 1,000 various garden items, for that matter, from such outlets as Sears, Gaudios or J.C. Penny's lately, chances are that your nursery items came from A. Joseph Strohle's Moorestown Gardens, Inc.

Strohle, '62, a third generation nurseryman runs one of New Jersey's most unique horticultural operations (he's the only rose wholesaler in the entire state) at three sites comprising more than 40 acres in Moorestown and Mt. Laurel.

Strohle distributes over 400,000 roses and 250,000 azaleas annually and can store hundreds of thousands of plants under glass at one time in one of the largest greenhouses in the state, a structure stretching 1 1/2 acres. His operation is so extensive that he spends \$30,000 a year just for weatherproof labels and over \$40,000 annually to make artificial soil. His year-round work force of 25 swells to 65 people during busy seasons.

"We have kind of a unique business," says Strohle, who majored in economics at La Salle and acquired his horticultural expertise through on-the-job-training. "Since certain plants grow better in different parts of the country, we perform a 'middleman' function by bringing material from 20 states to New Jersey for processing. We don't actually grow that much right here."

Most of Strohle's roses, for example, come from California and Texas; dogwood from Tennessee; azaleas from Alabama and Florida; flowering shrubs and fruit trees from Kansas and Iowa. "You're always working well in advance, planning ahead," explains Strohle, who will order his plants from one, to three years in advance. Azaleas will be brought into Moorestown in September or October and stored for the winter for shipment the following spring. The summer flowers and shrubs are cleared off greenhouse shelves by the end of June and

preparation for Christmas flowers begin.

Strohle, an Air Force veteran of the Korean War, distributes his products wholesale as far west as Indiana and Ohio, north to Maine and Massachusetts, and south to Richmond, Va. About half of his products go to chain operations like Korvettes, Woolworth's or A&P, the rest are sold to smaller nursery operations through horticultural brokers. He has also handled such special projects as preparing trees for landscaping the New York State Highways.

Despite the Recession, people apparently are still flocking to their neighborhood garden supply center. "Business has been good," says Strohle. "Our sales have increased 20 per cent so far and the year's not yet over."

Strohle lives in Maple Shade, N.J., with his wife, Dorothy, and three children.



Inducted into the college's Alumni Hall of Athletes in May were diver Pat Kennedy, '55 (left); the late Eugene J. Gallagher, M.D., '47 (accepted by his widow, Helen), and basketball star Hubie Marshall, '67.



Among classes holding campus reunions this spring were 1950 (above) and 1935. Chairing their respective committees were Robert J. Valenti (right, above) and Joseph F. Meehan (fourth from left, below).



'61

John T. Wagner



Martin J. McDonnell has been elected vice president-finance of the Westmoreland Coal Co., Phila. **James P. Meehan** has been appointed manager of the western sales division for the Johnson & Johnson Dental Products Co., Cal. **John T. Wagner** has been elected a

vice chairman of the board of directors of Continental Bank.

'62



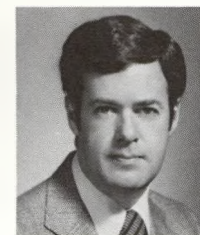
Thomas J. Lynch

William J. Lawless, Jr. has been promoted to salesman in the sales office of the Philadelphia district of the Bethlehem Steel Corp. **Thomas J. Lynch**, vice president, marketing at Industrial Valley Bank, was named "Out-

standing Marketing Advertising Executive of 1974" by the Delaware Valley Chapter of Marketing Communications Executives International. **James Meehan** has his own computer service business in St. Thomas, Virgin Islands. **Charles J. Varker**, section manager for the Motorola Semiconductor Products Division (SPD) in Scottsdale, Ariz., received his company's engineer award.

'63

Stanley J. Birch has been appointed director of fiscal affairs at the Salem County Memorial Hospital, Sale, N.J. **John A. Heller** has been named vice president in charge of operations for the Commonwealth Telephone Co. **Edward S. Lindner** has been promoted to assistant cashier in the Mortgage Department of Glens Falls National Bank and Trust Co., New York. **Michael W. Park**, assistant vice president and loan officer for Commonwealth Federal Savings and Loan Association, has been elected president of the Society of Savings and Loan Officers whose membership is comprised of lending officers and affiliate members located throughout Pennsylvania, New Jersey and Delaware. **George J. Walters** has been promoted to associate director of sales development with Liggett & Myers, Inc., cigarette and tobacco division, Durham, N.C.



'64

William T. Cannon

Assistant District Attorney **William T. Cannon** has been promoted to chief of felony jury in the office of the District Attorney of Phila. **John J. Magee** received a master of arts degree in political science from Penn State University. **John R. Ousey, Jr.**, an instructor in environmental science at Delaware County Campus, has been named the outstanding teacher of the year at the campus.

'65

Benjamin J. Bertino has been appointed trust officer of The Bank of New Jersey, Camden. **Richard P. Felton** received a master of science degree in biochemistry from George Washington University. **Charles E. Gotsch**, assistant professor of social sciences at Columbia-Green Community College, has been named an Outstanding Educator of America for 1975. **Alfred J. Michini**, M.B.A., C.P.A., has formed an association of Certified Public Accountants in Pennsylvania. Dr. **Waldemar Palaitis**, of the department of science and mathematics at Mount St. Mary's College, Emmitsburg, Md., has been granted a National Science Foundation faculty research participation fellowship. **Ronald J. Valenti** has been named principal of Bishop Shanahan High School, West Chester, making him the first layman appointed to such a post in the Philadelphia Archdiocese.

66

'66

Edward J. Devlin has received a master of arts degree in guidance and counseling from Rider College. **Richard A. Gedaka** has been

Keeping The NEWS In Circulation

As "Single Copy Sales manager" for Philadelphia Newspapers, Inc., Anthony J. (Tony) Lavery, '48, may be the only guy in the country responsible for much of the circulation of two separate major metropolitan daily newspapers.

Lavery oversees the entire daily distribution of the *Philadelphia Daily News* and all non-home-delivered copies of the *Philadelphia Inquirer* by some 300 drivers over 10,000 outlets in the Delaware Valley. Planning through such complicated logistics creates some unbelievable headaches and necessitates constant "guessing" from day to day, but Lavery seems to have weathered the responsibility well.

"Tony may have the toughest circulation job in the country," says one of the *Daily News* editors. "He has no (home delivery) subscribers to speak of and he's subject to all kinds of problems like the weather, skyrocketing costs, union difficulties, and big news breaks that disrupt printing schedules, not to mention second guessing. But he's done a great job."

Lavery launched a home delivery program at the *Daily News* five years ago and now has 18 people under him supervising delivery to some 30,000 homes. Until the *News* increased its price to 15 cents in April, 1974, it had been the fastest growing newspaper in the country for two years in a row. Lavery also started "Operation Fresh Start" at the *News*, a program that helped some 1,100 people work toward their high school diploma by

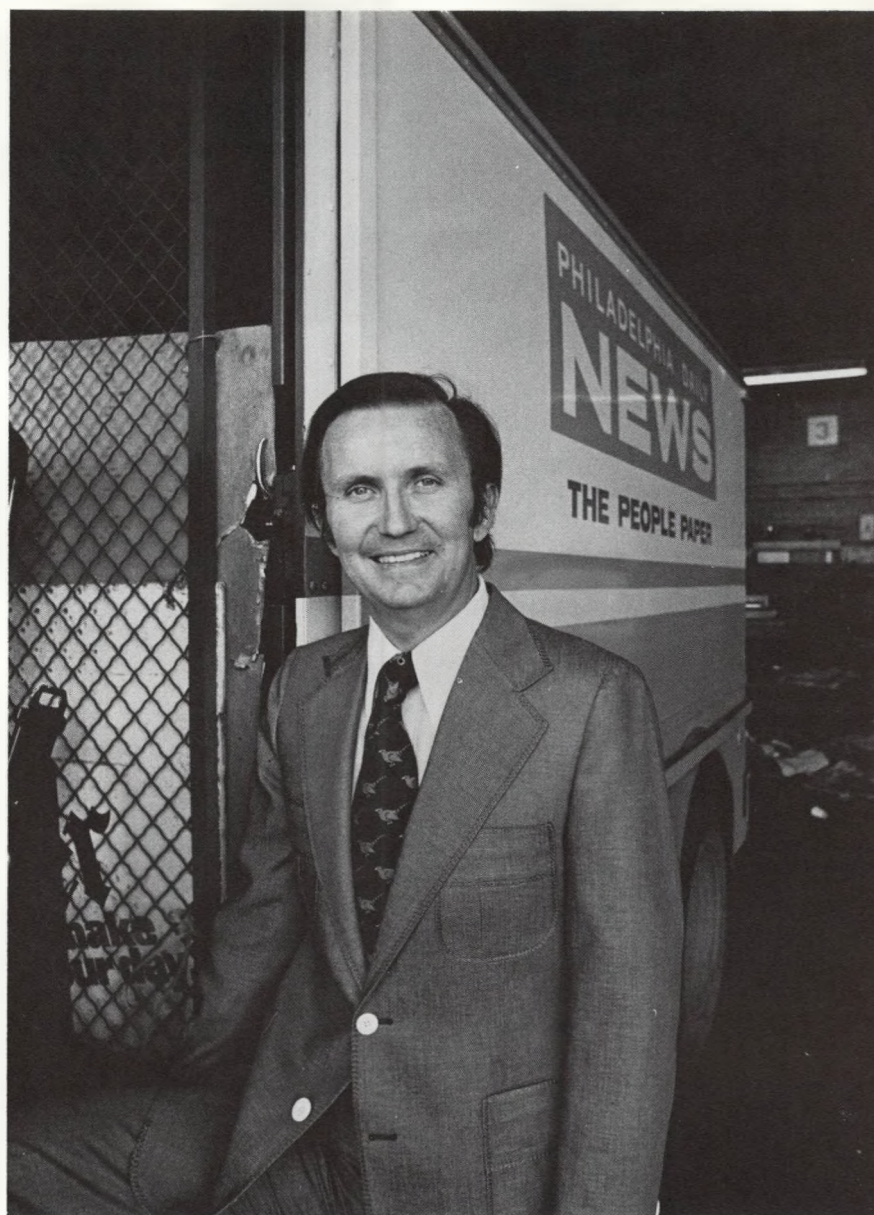
taking course work printed in the newspaper.

Lavery majored in general business at La Salle and went into the TV service business for a while before being drafted into the Korean War. Afterwards he had a choice of jobs with the *Inquirer* or with a new publishing venture, *TV Guide Magazine*. "I thought to myself, 'who would ever pay for a TV magazine,'" he recalls today with a chuckle. Anyway, Lavery spent 13 years at the *Inquirer* in various circulation capacities before becoming assistant circulation manager of the *Daily News* in 1967. When the Knight Newspaper Group took over, he assumed his present duties with the *Inquirer* and *Daily News*.

Although the hours are long (his responsibilities start with the 9:00 P.M. *Bulldog Inquirer* and continue right through the noon *Daily News* the following day), and the problems incessant (he's on call 24 hours a day either in the office, at home or in his car via two-way radio), Lavery isn't complaining.

"That's why I like it because it is such a challenge," he says. "I'm the one who must decide what sells papers and what doesn't. I'm the guy who has to establish rapport with the editors because they're concerned with news and don't really know what sells papers. Here I have real good working relationships with them."

Lavery lives in Cinaminson, N.J., with his wife, Gertrude, and two sons.



Jobs Anyone?

Any members of the alumni who might have jobs available for participants in La Salle's Co-operative Education Program are asked to contact the college's Career Planning and Placement Bureau at VI8-8300, ext. 471.

appointed an accounting officer of The Fidelity Bank. **Frank Reda** has been appointed manager, manufacturing support for GTE Sylvania, New York.

'67

Rev. **Robert J. Fritz** received a master of sacred theology degree from St. Mary's Seminary & University, Baltimore, and was ordained for the Diocese of Camden. Fr. Fritz has been assigned to St. James Parish, Ventnor, N.J. **Gerald R. Phelan** received an M.D. degree from the Medical College of Pennsylvania. **Augustin J. Schwartz, III**, M.D. announces his association with The Palm Beach Medical Group, West Palm Beach, Fla. in the practice of internal medicine, oncology and hematology.

'68

Pat S. Lerario has been appointed assistant district attorney for Montgomery County, Pa. **John P. McGrath** has been appointed marketing manager of chemical products in the special products division of Standard Pressed Steel Company. **Arthur G. Ogden** has been named football coach at Newton High School, Newton, Kansas. **Gerard Parr** received a master of social work degree from the University of Maryland at Baltimore. **Francis J. Purcell** received a Ph.D. degree in chemistry from Penn State University.

'69

Elroy W. Berkheiser received a master of engineering degree in engineering science from Penn State University. **H. Brent Blundin** has been appointed comptroller of the Community College of Philadelphia. **John H. Crilly** has been named manager of Xerox

Corporation's midtown east branch, New York. **Peter Krok** was one of four Philadelphia poets who presented "Homage to Aphrodite", a seasonal program of love poetry, at the Northeast Regional Library, Phila. **Joseph P. Leska** has been promoted to commodity bank officer, Girard Bank. **Owen H. Montague, Jr.** has been appointed director of the Bureau of Minority Business Development of the Pennsylvania Department of Commerce. **Joseph Ryan** has been named head track coach at Archbishop Ryan High School and The Philadelphia College of Textiles and Science. MARRIAGE: 1st Lt. **James J. Daniel**, USMCR to Patricia Ann Duncan. BIRTH: To **Joseph P. Leska** and wife Clara, a son, Anthony John.

'70

Robert J. Carr has been named field sales representative for the complete line of Butler transportation equipment and certified sanitary milk trailers and pickup tanks in New York and Pennsylvania. Brother **Jules O. Knight**, F.S.C., has been appointed director of the Christian Brothers Retreat House in Admanstown, Md. **Raymond O'Brien** has been named assistant to the executive secretary of the 41st International Eucharistic Congress. **Joseph D. Petrone** has recently opened a real estate office in Phila. **Gerald P. Slane** has recently been appointed Plant Superintendent for Rudco Ind., Springfield, Mass. **Stanley E. Swalla, Jr.**, has been appointed brokerage manager for The New England Mutual Life Insurance Co. **Peter Terpeluk, Jr.** received a master of arts degree from Rider College. **Neil Tiedemann, C.P.**, was ordained to the Passionist Community in May and will study Spanish in Cochabamba, Bolivia this summer. **Dennis A. Venezeale**, Esq. has passed the Pennsylvania Bar Examinations and is practicing in Phila.

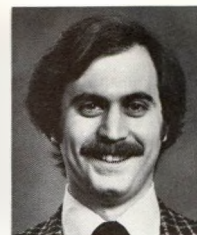
'71

DECEASED: **Robert (Ralph Maypo) Ehmer**. **Michael P. Miles** has been elected assistant secretary of Insurance Co. of North America. Marine First Lieut. **William S. Shannon, III**, has qualified as a pistol expert at the New River Marine Corps Air Station, Jacksonville, N.C.

'72



Robert J. Keppard



Edwin Murray, Jr.

DECEASED: **Kevin P. Burke**. **Marydena Dunscomb** received a master of arts degree in business education from Rider College. **William J. Gerhart** received a master of divinity degree from the Episcopal Theological Seminary, Lexington, Pa. **Robert J. Keppard** has been elected banking officer, community banking services department of the First Pennsylvania Bank. **John W. Lund, Jr.** has been appointed youth services director of the Bethlehem YMCA. **Robert J. Moy** received a masters degree in business administration from Rider College. **Edwin S. Murray, Jr.** is manager of McDonald's Restaurant at 3935 Walnut Street, Phila. **Thomas A. Schmidt** received the Liberty Leaders Award from Liberty Mutual Insurance Co. **John W. Snyder**, director of housekeeping, Harrisburg Hospital, received a merit award for in-service education given by Service-Master Ind., Inc. MARRIAGE: **Maureen E. Denny** to Eric Joseph Ludwig. **Gerald F. Riley** to Louise Frances Grosso.

'73

Harvey L. Bunch, Jr. has been licensed as a professional engineer in the state of Pennsylvania. **Alfred B. Buzzard, Jr.** has been elected assistant vice president of Continental Bank, Phila. **Mary E. Gerrow** has been appointed to the position of technical sales representative for the Mid-Atlantic district of Rohm & Haas Co. **Terrence J. Merkel** received a master's degree in education from Niagara University. **William F. Smith** has been promoted to senior banking officer, community banking services dept. of the First Pennsylvania Bank.

'74



James F. McDermott

Marine Second Lieut. **William M. Kennedy, Jr.** has completed environmental indoctrination school at Pensacola, Fla. **James F. McDermott**, sales representative for McNeil Laboratories, Inc., Phila. has successfully completed the company's basic pharmaceutical education program at the Fort Washington, Pa. home office facility. MARRIAGE: **Robert L. Starr** to Susan A. Angulski.

75

Steven A. Adukaitus has received a Fellowship from the University of Wisconsin.

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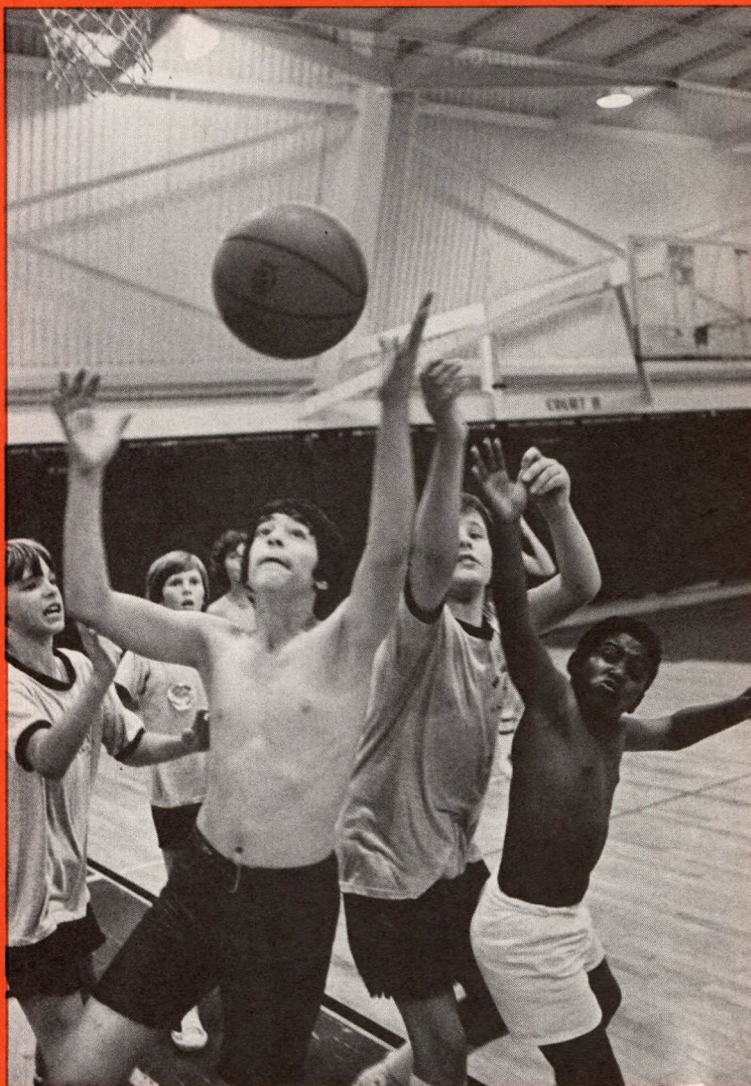


*"And 'tis my faith, that every flower
Enjoys the air it breathes."*

— William Wordsworth (1770-1850)

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Basketball Camp!